

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

CE & MT Inc

Manufacturing-Works

CE & MT Anticipates \$200,000 Sales Increase

Client Profile:

CE & MT, Inc., of Gillette, Wyoming, is a geotechnical engineering and construction materials testing firm. Its main markets are the transportation industry and industrial commercial construction. Founded in 1987, the company currently employs 20 people.

Situation:

CE & MT, Inc., wanted to update its marketing and sales efforts to gain a competitive edge in a tight, specialized market. Their services had expanded, but their marketing had not. CE & MT contacted the Mid-America Manufacturing Technology Center (MAMTC), a NIST MEP affiliate, for help.

Solution:

MAMTC recommended sales training to strengthen CE & MT's sales process. MAMTC worked with Tom Reilly, a sales trainer and author of many books, including "Value Added Selling," to customize a training course specifically for CE & MT's highly technical products and services. Value Added Selling is a customer-oriented sales philosophy that stresses selling value over cost. Value Added Selling positions a company to compete aggressively and outsell the competition while maintaining profitability. Tom Reilly conducted training for two CE & MT employees at their facility using the customized curriculum developed by Reilly and MAMTC. Value Added Selling was particularly beneficial to CE & MT, whose highly exact technical expertise lends itself easily to stressing value in services. CE & MT was pleased with the training. The company expects to increase its sales by \$200,000 and hired an additional employee to take full advantage of their opportunities.

Results:

- * Anticipated sales increase of \$200,000.
- * Hired one additional employee.
- * Adopted updated sales process.

Testimonial:

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